

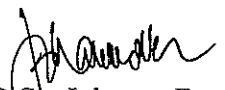
SCIENTIFIC ADVISOR'S REFERENCE

Program:	Master in International Business
Student:	Vera Malyutina
Title of thesis:	Global Branding Strategies of Emerging Market Multinational Companies: The Russian Perspective

<p>Justification of the topic choice. Accuracy in defining the aim and objectives of the thesis. Justification of the topic choice; accuracy in defining the aim and tasks of the thesis; originality of the topic and the extent to which it was covered; alignment of the thesis' topic, aim and objectives.</p> <p>The study examines branding strategies adopted by Russian firms when expanding to the international markets, touching upon an important and topical issue. The research questions could be better articulated but also in their present form describe the general aims of the study well.</p>
<p>Structure and logic of the text flow. Logic of research; full scope of the thesis; alignment of thesis' structural parts, i.e. theoretical and empirical parts.</p> <p>The structure of the thesis is relatively balanced and easy to follow. The text is well written and easy to follow, and the use of tables and figures facilitates reading and gives structure to the content. The theoretical discussion is well aligned with the topics covered in the empirical study.</p>
<p>Quality of analytical approach and quality of offered solution to the research objectives. Adequacy of objectives coverage; ability to formulate and convey the research problem; ability to offer options for its solution; application of the latest trends in relevant research are for the set objectives.</p> <p>The findings of the study provide interesting novel insight to the different strategies adopted by the firms. However, the process of analysis through which these interpretations were generated could be described in more detail. Direct quotations from interviews and other source materials that would help better illustrate the exact nature of the data and the exact stances taken by the different informants are lacking from the present report.</p>
<p>Quality of data gathering and description. Quality of selecting research tools and methods; data validity adequacy; adequacy of used data for chosen research tools and methods; completeness and relevance of the list of references.</p> <p>The data collection methods, case companies selected, and the general methods for analysing the data fit the research aim well. However, the exact procedures related to data collection and analysis could be described in more detail to enhance transparency. The choice of individual companies, even if the selected companies <i>per se</i> fit the aims of the study well, could be better justified.</p>
<p>Scientific aspect of the thesis. Independent scientific thinking in solving the set problem/objectives; the extent to which the student contributed to selecting and justifying the research model (conceptual and/or quantitative), developing methodology/approach to set objectives.</p> <p>The study was conducted by the Author in a very independent manner. The definition of the research problem, the selection of the appropriate research design, and the resulting interplay between theory and empirical data throughout the thesis reflect the Author's ability to conduct research that meets academic criteria.</p>
<p>Practical/applied nature of research. Extent to which the theoretical background is related to the international or Russian managerial practice; development of applied recommendations; justification and interpretation of the empirical/applied results.</p> <p>The findings of the study shed light on the different choices made by Russian firms in their brand building and internationalization, and certainly provide valuable insight to many local firms. To allow for broader conclusions to be drawn, the findings of the study could be even further reflected back to theory.</p>
<p>Quality of thesis layout. Layout fulfils the requirements of the Regulations for master thesis preparation and defence, correct layout of tables, figures, references.</p> <p>The thesis layout is clear and fulfils the requirements of a Master's thesis. The tables used to summarize findings add depth to the analysis and enable the reader to grasp the main contributions of the study easily.</p>

The Master thesis of Vera Maluytina meets the requirements for master thesis of MIB program thus the author of the thesis can be awarded the required degree.

September 23, 2015


 D.Sc. Johanna Frösén
 Assistant Professor